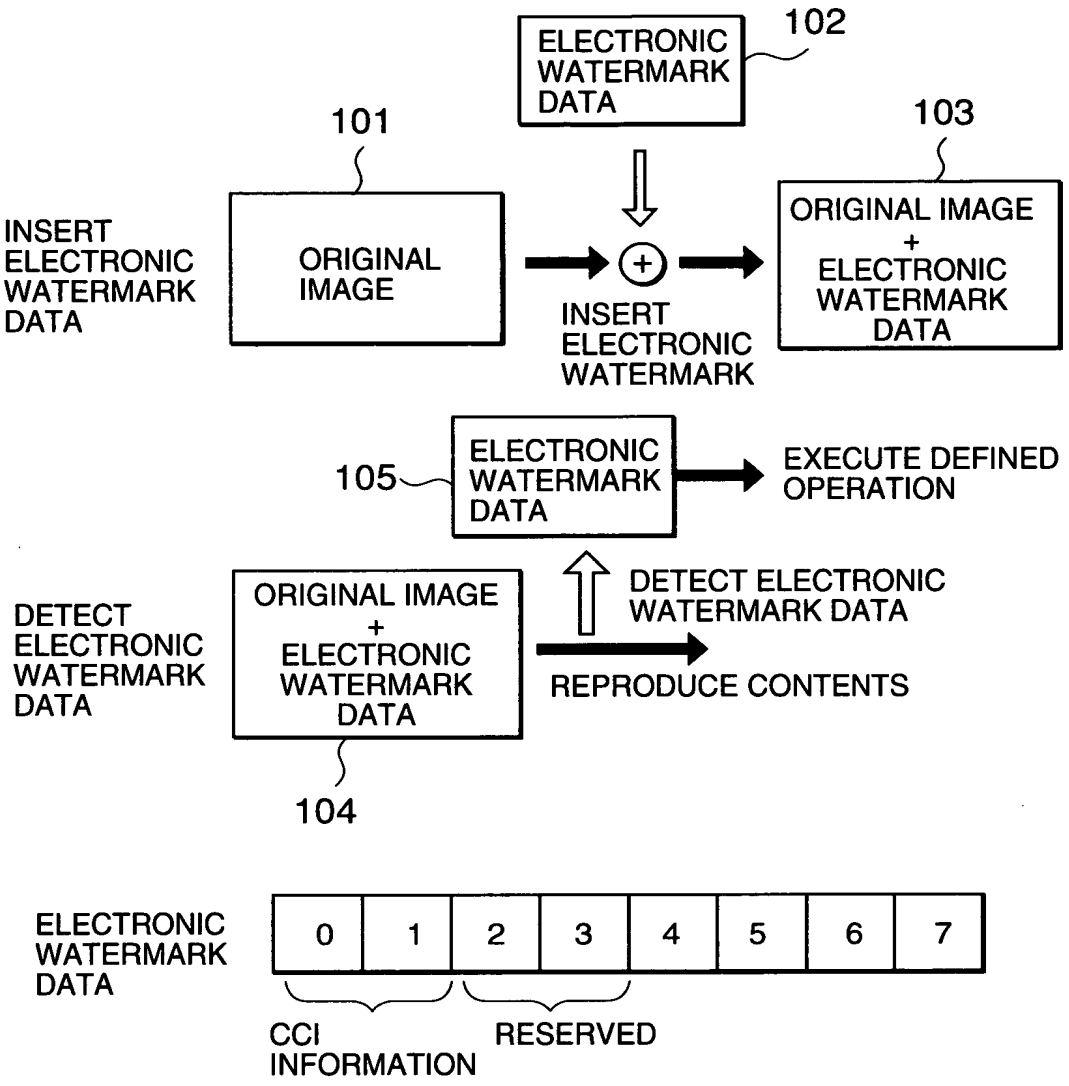
FIG.1



EP2070254B1

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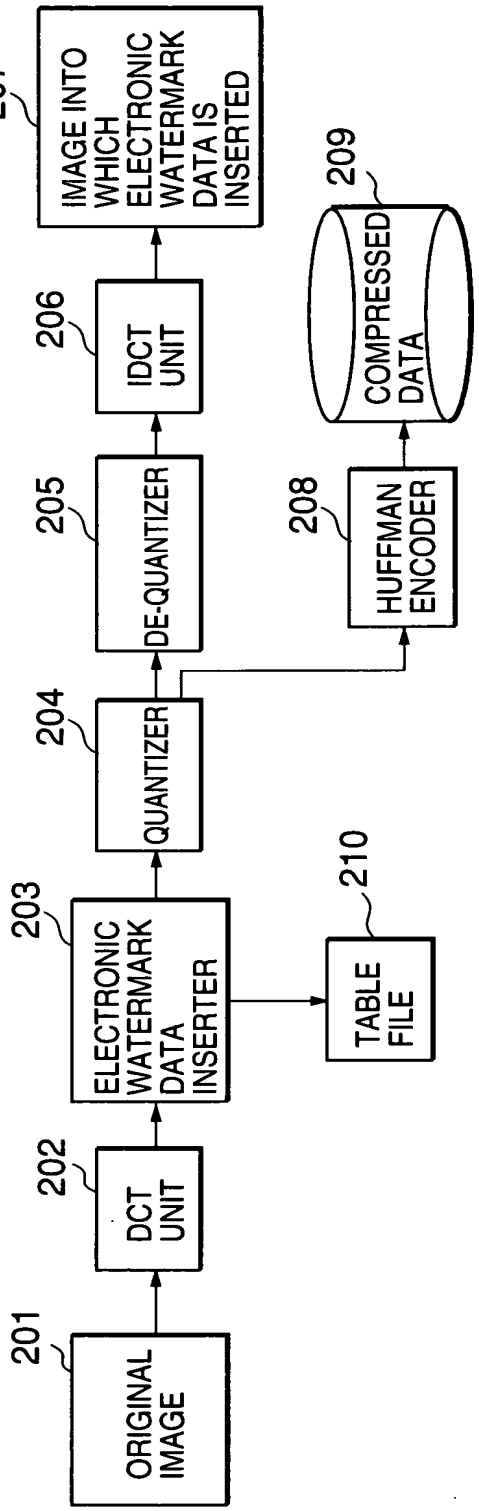
FIG.2



EP 2 720 470 A1 2014-04-16

FIG.3

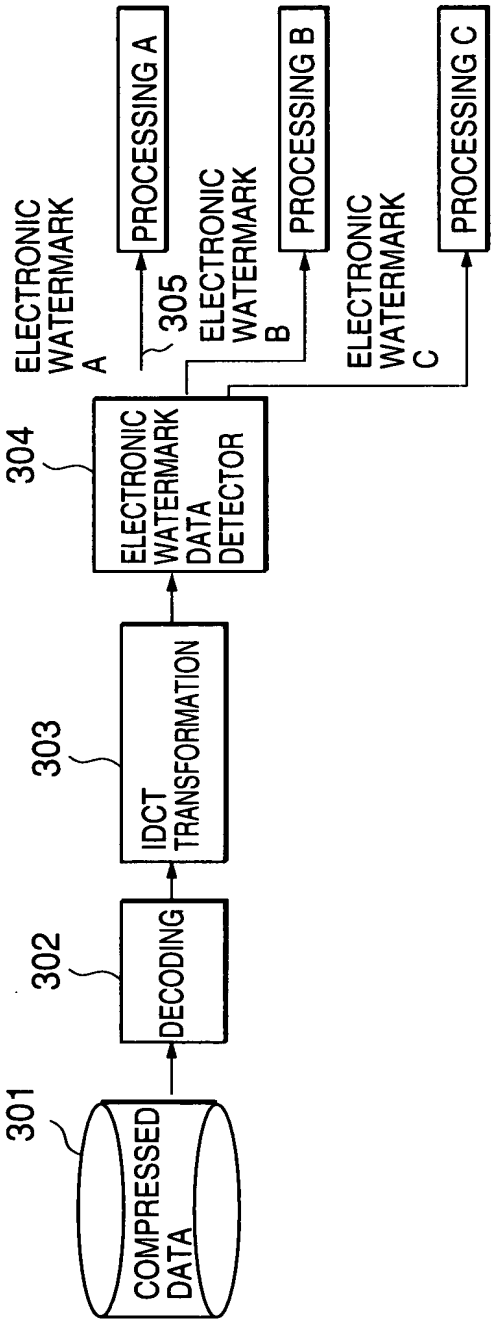


FIG.4

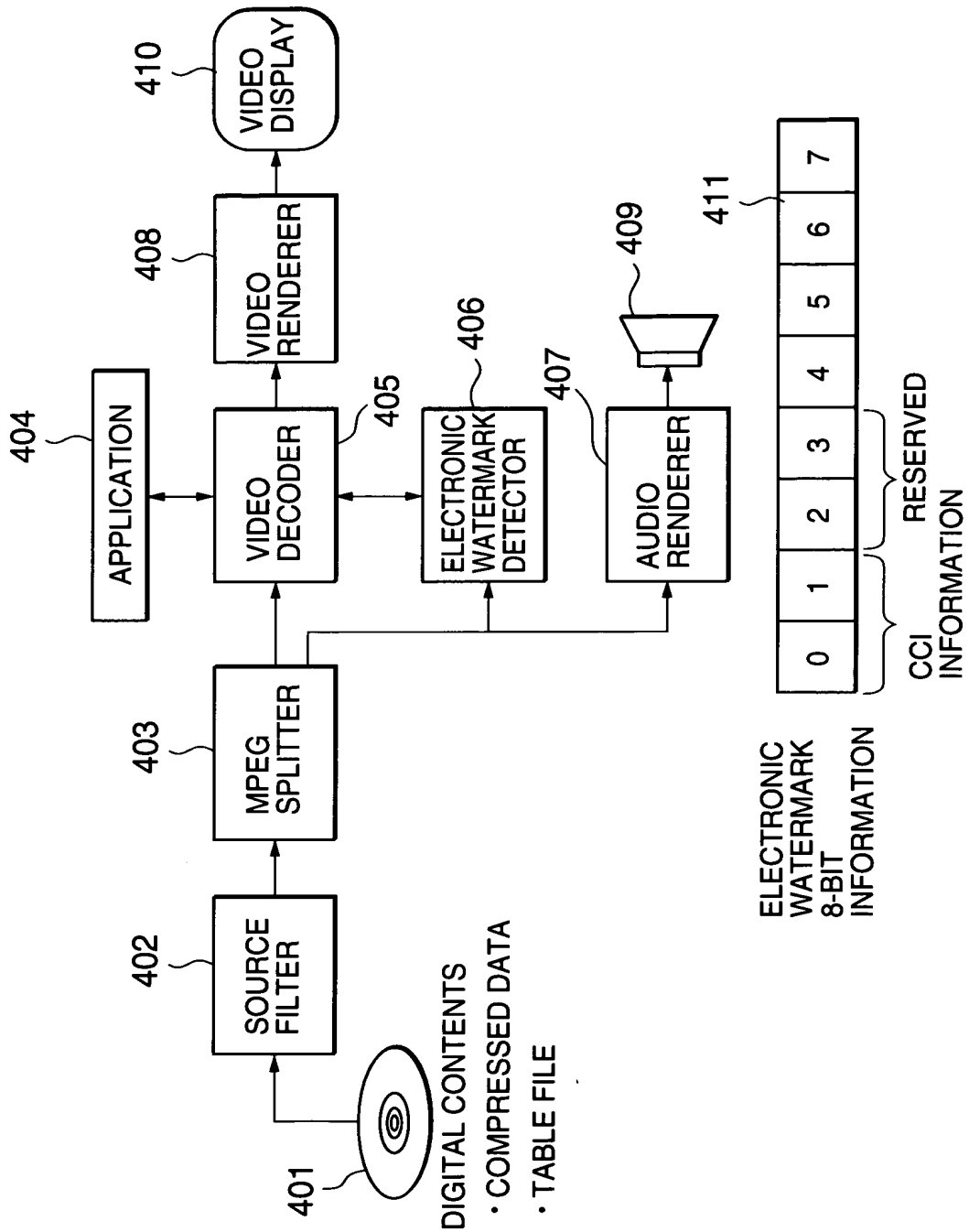
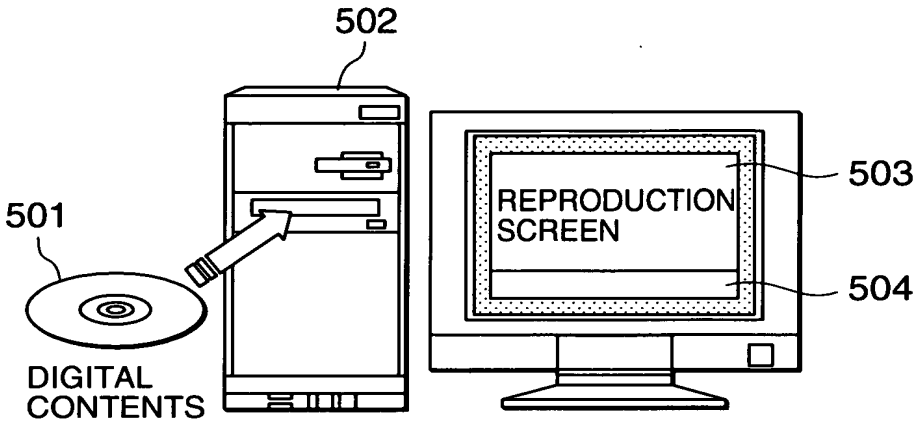

401
DIGITAL CONTENTS
• COMPRESSED DATA
• TABLE FILE
402
SOURCE FILTER
403
MPEG SPLITTER
404
APPLICATION
405
VIDEO DECODER
406
ELECTRONIC WATERMARK DETECTOR
407
AUDIO RENDERER
408
VIDEO RENDERER
409
410
VIDEO DISPLAY
411
ELECTRONIC WATERMARK 8-BIT INFORMATION
0
1
2
3
4
5
6
7
CCI INFORMATION
RESERVED

FIG.5

CHARACTER STRING DISPLAY BY ELECTRONIC WATERMARK DATA



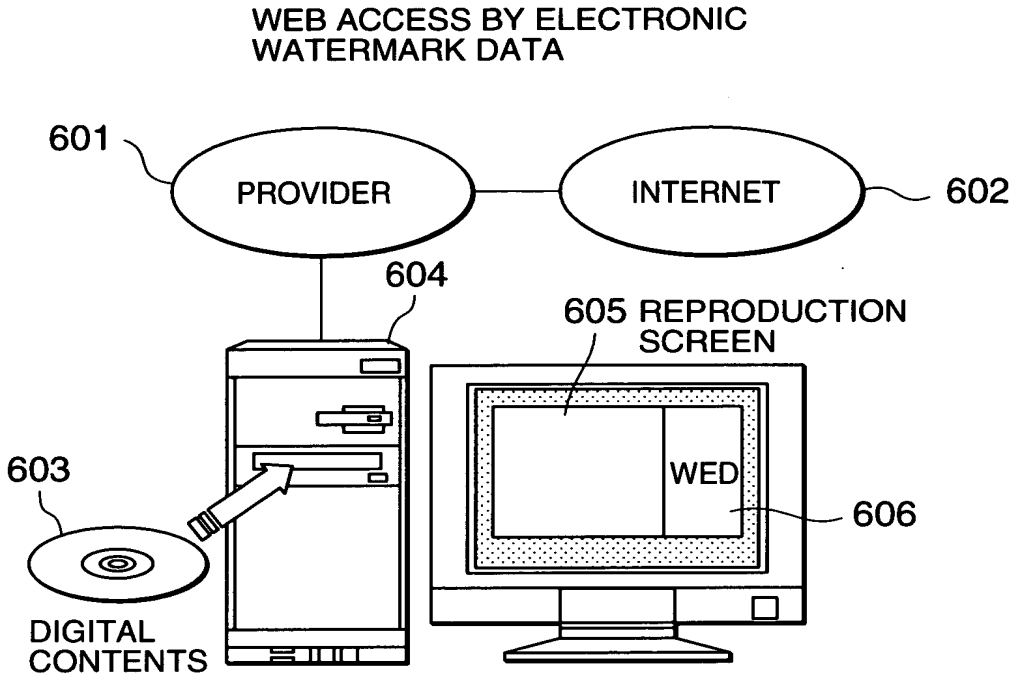
DEFINITION IN TABLE FILE

505

LOW-ORDER 4 BITS	DISPLAY CONTENTS
0000	DO NOT DISPLAY
0001	DISPLAY ADVERTISEMENT OF COMPANY A.
0010	DISPLAY ADVERTISEMENT OF COMPANY B.
⋮	⋮

EP 2 202 740 A1 20100630

FIG.6



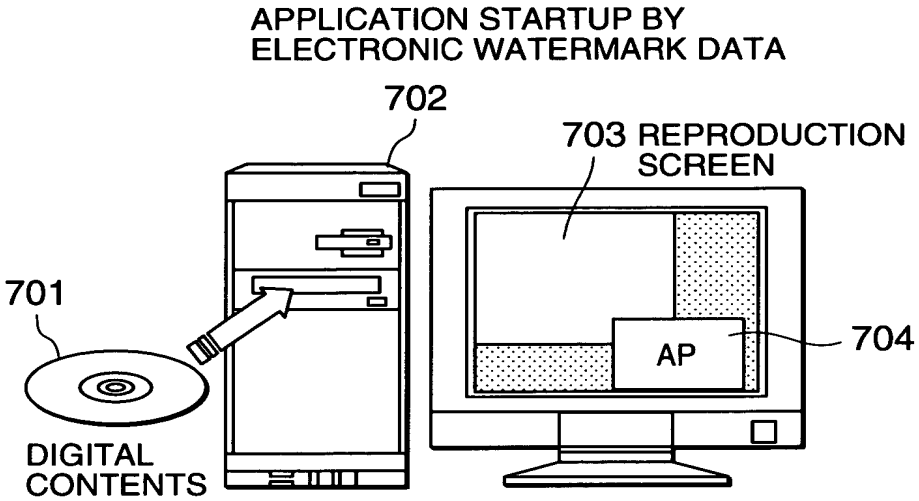
DEFINITION IN TABLE FILE

607

LOW-ORDER 4 BITS	DISPLAY CONTENTS
0000	DO NOT DISPLAY
0001	ACCESS http://abc
0010	ACCESS http://def
⋮	⋮

EP 2 034 450 A1

FIG.7



DEFINITION IN TABLE FILE

705

LOW-ORDER 4 BITS	DISPLAY CONTENTS
0000	DO NOT DISPLAY
0001	START APPLICATION A
0010	START APPLICATION B
⋮	⋮

EP 2 270 714 A1 20100609

FIG.8

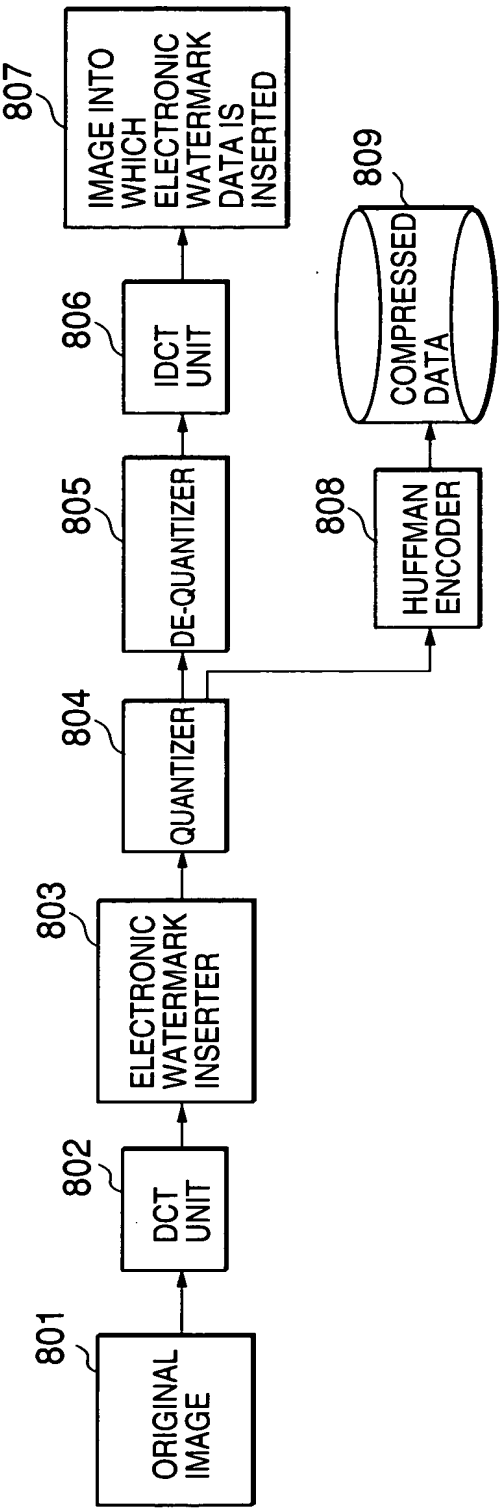

801
ORIGINAL IMAGE
802
DCT UNIT
803
ELECTRONIC WATERMARK INSERTER
804
QUANTIZER
805
DE-QUANTIZER
806
IDCT UNIT
807
IMAGE INTO WHICH ELECTRONIC WATERMARK DATA IS INSERTED
808
HUFFMAN ENCODER
809
COMPRESSED DATA

FIG.9

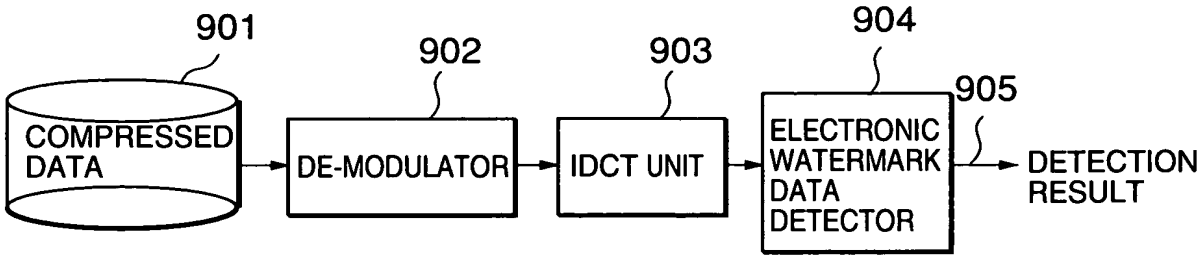
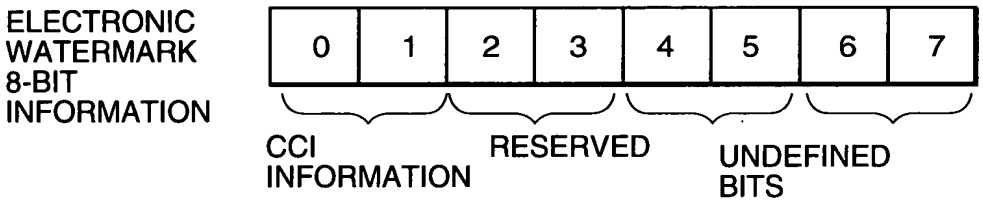


FIG.10



EP 2 040 470 A1 2009/13